Application Serial No.: 10/723,403 Reply to Office action of: 03/16/2007 Filing Date: 11/26/2003 Attorney Docket No.: ARC920030090US1

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Title: "System, Method, and Service for Delivering Enhanced

Multimedia Content on Physical Media"

Applicants: Jeffrey Bruce Lotspiech, et al.

Attorney Docket No.: ARC920030090US1

Serial No.: 10/723,403 | Examiner: Harris C. Wang

Filed: November 26, 2003 Art Unit: 2139

Commissioner for Patents P.O.Box 1450 Alexandria, VA 22313-1450

AMENDMENT A

Sir:

Applicants submit this Amendment is submitted in response to the Final Office action of **March 16, 2007**, and respectfully request that it be entered.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.